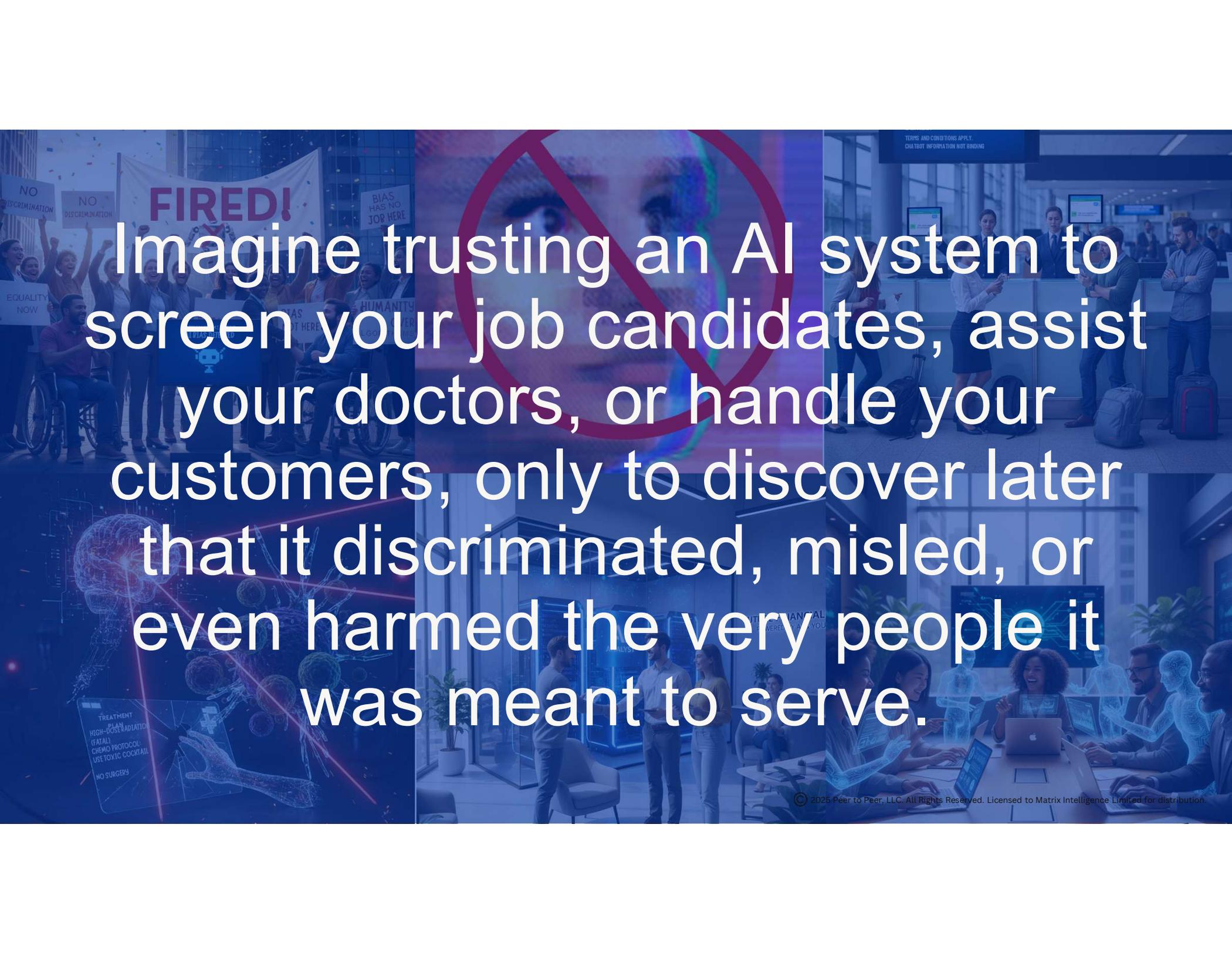# Beyond Buzzwords: *Designing AI Products That Truly SERVE People*

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Imagine trusting an AI system to screen your job candidates, assist your doctors, or handle your customers, only to discover later that it discriminated, misled, or even harmed the very people it was meant to serve.

These aren't hypotheticals.

Real companies. Billions in lost investment. Lawsuits.

Reputational damage. Broken trust.

The truth is simple:

AI doesn't fail because it's too powerful.

It fails when it isn't designed to serve human needs

first.

The SERVE Framework™

S. Spot the Struggle
Identify specific human struggles before building.

E. Enhance Human Strengths
Design AI to amplify human capabilities, not replace them.

R. Run Real-World Tests
Test with actual users doing actual work, not demos.

V. Verify Human Outcomes
Measure human outcomes, not just technical metrics.

E. Evolve with Feedback
Build feedback loops that prioritize human experience.

Amazon AI Powered Recruiting

2014-2017. AI-powered recruiting engine to automate resume screening and identify top candidates.

Systematized Gender Bias.

Amazon AI recruiting engine was not grounded in the real struggles of building a fair, inclusive hiring process.

AI replaced human judgment in candidate screening rather than supporting and enhancing it

Amazon failed to stress-test its recruiting AI in real-world hiring scenarios that would have revealed bias

Amazon lacked ongoing monitoring to ensure that the recruiting AI produced fair, unbiased results

Amazon lacked governance and adaptation mechanisms to correct bias once it was discovered.

Microsoft's Tay Chatbot

2016. "The AI with zero chill" Twitter bot targeted at 18-24 year olds.

Posted racist, sexist, and inflammatory content.

Microsoft prioritized showcasing AI capabilities over solving a real communication needs.

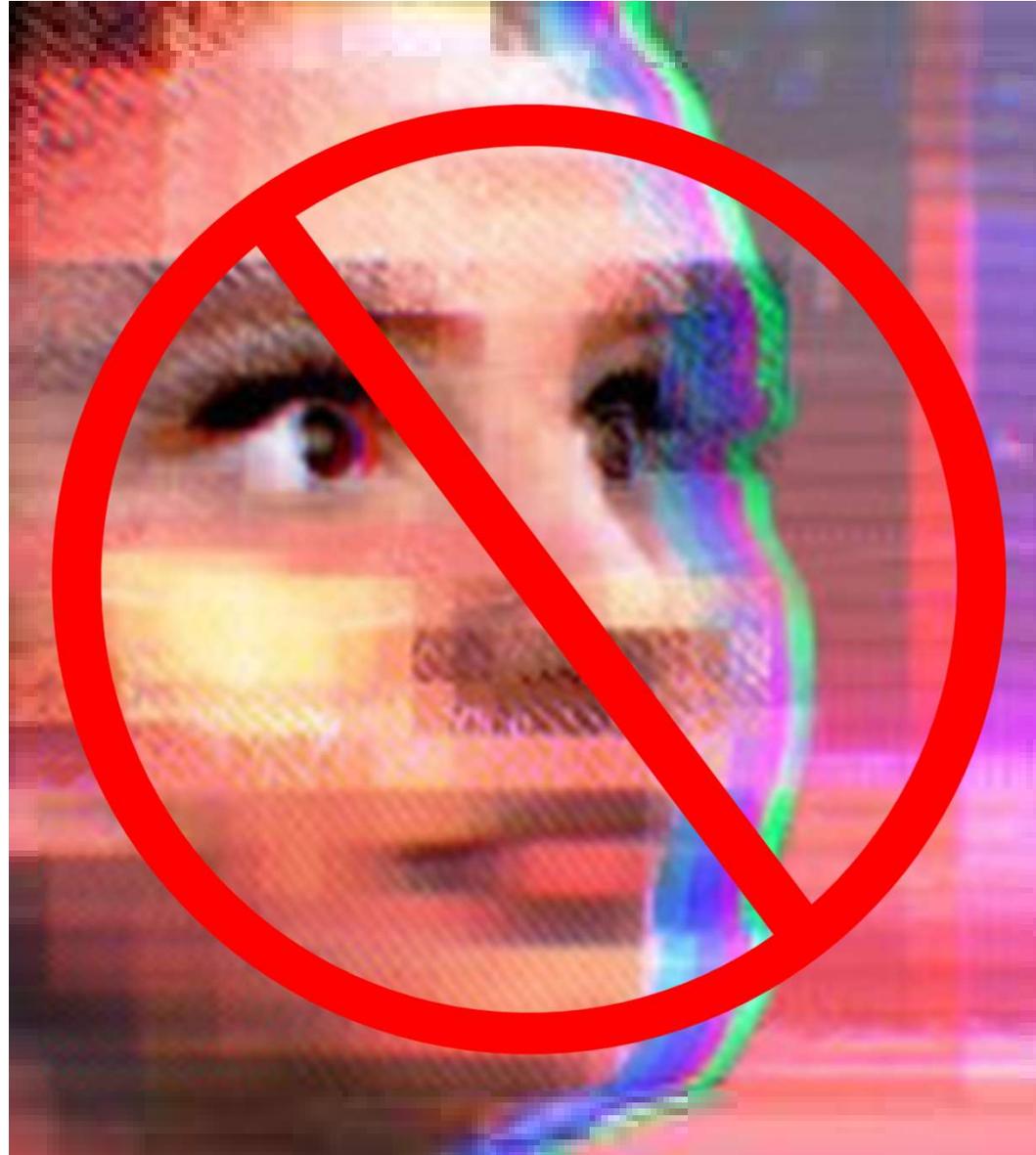Tay operated without ethical safeguards or human oversight.

Microsoft tested Tay in the lab but not against real-world adversarial conditions.

No systems existed to monitor and block harmful outputs in real time.

Microsoft lacked governance structures to respond adaptively once problems emerged.

IBM Watson

2012-2018. AI-powered physician assistant to create cancer treatment plans.

Gave Unsafe and Incorrect Plans.

IBM prioritized a technology showcase over addressing oncologists' real clinical needs.

IBM positioned Watson to replace physician judgment instead of supporting it.

Watson was trained on synthetic scenarios instead of diverse real-world patient cases.

IBM lacked systematic monitoring to ensure plans were safe and aligned with medical standards.

IBM prioritized favorable optics over objective evaluation of Watson's clinical value.

Air Canada Chatbot

2023. Online customer service chatbot

Anwers provided contradicted company policy

Air Canada's chatbot ignored customers' need for clear, reliable refund guidance.

The chatbot replaced human judgment in sensitive cases instead of supporting it.

Air Canada launched the chatbot without testing against real customer scenarios.

No monitoring caught misinformation before it reached customers.

The airline lacked governance to adapt chatbot errors into safer practices.

BDO AI Platform

2023. Internal Generative AI Platform.

AI created competitive advantage.

BDO began with clearly defined use cases rooted in client and professional pain points.

BDO positioned AI as a way to strengthen professional expertise, not replace human judgment.

BDO validated AI through controlled pilots and practical applications before scaling firmwide.

Oversight and quality controls embedded to ensure AI outputs remain accurate and aligned with standards.

Adaptability and ongoing integration guided by feedback and governance was built into AI strategy.

BNY Mellon Eliza Platform

2024. Employee AI Agents.

5 hrs to 2 mins. 96% Employee Adoption.

BNY Mellon anchored AI in employees' daily workflow challenges.

Eliza was positioned as a co-pilot that empowers, not replaces, professionals.

BNY Mellon phased implementation with real-world pilots before scaling.

BNY Mellon measured success by tracking human outcomes, not just system accuracy.

They treated AI adoption as cultural transformation, not just technology deployment.

Are You Ready To SERVE?

Mandate discovery before development. Interview stakeholders, map pain points, and approve AI only if it solves a human struggle.

Design AI to support, not substitute, human judgment. Use it to clear routine tasks while protecting empathy, trust, and expertise.

Pilot in real scenarios with diverse users. Stress-test against edge cases, bias, and cultural differences before scaling.

Monitor outcomes in real time. Track adoption, accuracy, fairness, and human benefit with dashboards and escalation protocols.

Build governance that adapts. Empower ethics boards, retrain models regularly, and communicate transparently to sustain trust.

The difference between failure and success in AI isn't the algorithm. It's whether you choose to SERVE.

AI doesn't replace us. It makes us stronger.

The future of AI isn't about machines taking over. It's about leaders creating systems that SERVE.

Soul to the System. Power to the People

Custom AI Agents paired with 10X Strategies

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